NIELSEN SHARE PERFORMANCE (%): W/O 1/7/95

	1994	Q4 '94	12/94	4WM	WEEK	DIFF WAGO	JAN	FEB	MAR	APR	MAY	JUNE
MARLBORO	28.6	29.4	30.0	30.6	30.9	-0.1						
C-STORES	31.5	32.0	32.5	33.2	33.4	-0.1						
OPB	9.0	8.9	9.0	9.0	8.8	-0.2						
B&H	2.5	2.4	2.5	2.4	2.4	0.0						
MERIT	2.9	2.9	2.9	2.9	2.8	-0.1						
VA SLIMS	2.9	2.9	2.9	2.9	2.8	-0.1						
PARLIAMENT	0.6	0.6	0.6	0.6	0.6	0.0						
BASIC	4.6	4.5	4.5	4.5	4.5	0.0						
BASIC SOC	14.5	14.7	14.9	15.1	15.1	-0.3						
C-STORE SOC	15.2	14.9	15.2	15.4	15.3	-0.5						
PM DISCOUNT	8.6	8.1	8.0	7.9	7.9	0.0						
C-STORES	8.6	7.9	7.9	7.8	7.7	0.0						
PM USA TOT	46.2	46.4	46.9	47.5	47.6	-0.2						
C-STORES	47.8	47.5	48.0	48.6	48.7	-0.2						
CAMEL	4.4	4.4	4.4	4.3	4.4	0.0						
WINSTON	6.0	6.0	5.8	5.8	5.7	-0.1						
DORAL	4.7	5.0	4.8	4.6	4.5	0.0						
RJR DISCOUNT	11.9	11.4	10.9	10.7	10.7	0.1						
RJR TOT	28.9	28.3	27.7	27.3	27.1	-0.1						
KOOL	3.1	3.1	3.2	3.1	3.0	-0.1						
GPC	4.8	5.0	5.1	5.1	5.2	0.2						
B&W DISCOUNT	9.2	9.4	9.5	9.6	9.7	0.0						
B&W TOT	16.5	16.6	16.7	16.7	16.7	0.3						
MONTCLAIR	1.2	1.4	1.4	1.4	1.4	0.0						
MISTY	1.1	1.2	1.2	1.2	1.2	0.0						
NEWPORT	3.9	4.1	4.1	4.1	4.2	-0.1						
LORILLARD	6.5	6.8	6.8	6.7	6.7	-0.1						
LIGGETT	1.9	1.8	1.7	1.7	1.7	0.1						
TOT DISCOUNT	31.5	30.5	30.1	29.8	30.0	0.7						
C-STORE DISC	32.3	31.6	31.2	30.9	30.9	0.8						

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Source: https://www.industrydocuments.ucsf.edu/docs/hgvk0004